



PLATFORM
CRICKET

TRUSTEE JOB PACK

Autumn 2025



BACKGROUND

Platform Cricket is the operating name of The Tower Hamlets Youth Sport Foundation (Company No. 08041993; Charity No. 1150114).

The charity's objective is to improve the lives of young Londoners through sport/physical activity. We have over 20 years' experience of managing projects that engage children from hard-to-reach communities in disadvantaged/urban areas, utilising sport for positive personal/social changes.

Platform Cricket is the charity's flagship project which has grown to hold a significant presence in 17 London Boroughs. Our programme brings us into contact with over 20,000 children annually, including some of the UK's most **marginalised, vulnerable and disadvantaged** children.

Our work is predominantly based around central London, which includes all of the most **densely populated** UK boroughs, with a **high population churn** and the **lowest amount of open spaces and sports clubs** in the UK.

We work in areas of London with very high **ethnic and religious minorities**, many of whom are relatively new to the UK and/or **refugees & asylum seekers**.

We work with communities where standards of **physical health and mental wellbeing** are lower than average, and where there has been **stubbornly low participation in sport** and physical activity.



<https://platform-ldn.org>

IMPACT

We are London's biggest cricket charity. In 2024-25 the programme realised the following outcomes:

- 466 schools engaged in 20 different London Boroughs
- 23,932 children involved (17,310 of whom had not played cricket before)
- 38% of participants from disadvantaged backgrounds
- 79% of participants from ethnic minority backgrounds
- 1,404 children participating in weekly, community cricket through hub sessions
- 41% of hub participants were female
- 91% of participants increased the amount of physical activity they were doing per week and 52% are now meeting the target of 7 hours per week set out by the Chief Medical Officer
- 85% of participants recorded an improvement in the Warwick-Edinburgh Mental Health Test over the course of their first year of involvement with the programme
- 83% of participants significantly increased the amount of time they spent with children from different backgrounds and 79% of children reported an increased sense of pride in their area/neighbourhood

EXAMPLE CASE STUDY

Supporting children of asylum seekers and refugees to adapt to life in the UK

When Kabul fell to the Taliban in 2021, Burhan and his family fled Afghanistan. They arrived in the UK and until recently Burhan, in his formative years, had only really known the central London hotel in which his family have been living since. Fortunately Burhan enrolled at an excellent local Primary School who, having partnered with Platform Cricket for the past 3 years, recognised the potential cricket could play in supporting the sudden surge in Afghan students and parents they were seeing. The school arranged for Platform Cricket to deliver year-round provision for all year groups.

8 year old Burhan benefitted from additional cricket-based (but cross-curricular) interventions during school time, which has given him the confidence to join in with community cricket activities at the **Somers Town Steamers** Platform Cricket Hub during the summer. Burhan's Dad observes: "Having Pashto-speaking coaches really adds another dimension to the project. It helps Burhan engage and develop his English speaking and enables him to socialise with children from different backgrounds and cultures too."

FINANCE

The charity's annual income has grown every year since the inception of Platform Cricket seven years ago, with current levels at £500-600K per year. This income is predominantly drawn from fundraising activities (85%) with a lesser amount (15%) generated through *traded services* to schools and parents/carers.

The majority of fundraising comes through grant programmes and trust/foundation donations, alongside a growing suite of annual fundraising campaigns. Given our objectives and successes, shifting priorities and finances within cricket, and our location at the heart of a global financial centre with strong philanthropic traditions, we feel that we are still only realising a fraction of our fundraising potential.

Despite this, challenges, vulnerabilities and areas for improvement remain. Unrestricted and multi-year funding is harder to come by and reserves exhausted in the establishment of Platform Cricket remain unsatisfactorily low as a proportion of our rapidly increased turnover.



THE BOARD OF TRUSTEES

The Board of Trustees are responsible for the overall governance and strategic direction of the charity, and developing the organisation's aims, objectives and goals in accordance with the governing document, legal requirements and regulatory guidelines. They provide guidance and support to the charity's CEO on a wide range of matters, including through Finance and Fundraising Sub-Committees. The full board of trustees meets 4 times per year.

The Board is currently comprised of 5 individuals from a wide range of backgrounds, some of whom have been with the charity since its inception.

THE ROLE

We are seeking dynamic new trustees to join our board who, via their skills, experiences and/or networks, can help strengthen and grow our charity and its important work.

ABOUT THE CANDIDATE

The most appropriate candidates will possess a passion for sport/cricket and an appreciation of the difference it can make to people's lives. They will be familiar with London and will understand some of the social challenges faced by young people living in the city.

Although we have assessed that our Board of Trustees would be most strengthened by individuals with experience in fundraising and/or financial management, we would be interested in meeting any candidates who would enjoy the challenge of transforming a small but high performing and impactful charity, into a larger, more stable and higher profile one. We would particularly welcome interest from individuals who would diversify our current group of trustees, in order to best reflect/represent the diverse communities we serve.

WHY JOIN US?

This is an exciting time for Platform Cricket. We are London's biggest cricket charity, working with thousands of young people across most areas of the city - including some of the UK's most marginalised, vulnerable and disadvantaged young people. We have grown rapidly and the successful candidate will play a vital role in consolidating our position, refining our practices and ironing-out any imperfections. We are also ambitious for the charity, and we feel we are at the beginning of several exciting partnerships which would enable our trustees to have a significant impact on cricket in London, and the satisfaction that comes with that.

SAFEGUARDING

Platform Cricket is committed to the safer recruitment practices and the safeguarding of young people. As such any personnel who are likely to interact with young people on a regular basis will be expected to undergo a range of checks, including Enhanced DBS Check.



JOB DESCRIPTION

Post Title: TRUSTEE	Contract Type: n/a	Remuneration: n/a
Responsible to: Chair of Trustees Responsible for: <ul style="list-style-type: none">• Governance• Strategic Direction• Sub-Committee (possible) DBS Required? Dependent on level of interaction with participants Notice Period: n/a		

MAIN PURPOSE OF THE ROLE

- To ensure that the charity and its representatives function within the legal and regulatory framework of the sector and in line with the organisations' governing document, continually striving for best practice in governance.
- To uphold the fiduciary duty invested in the position, undertaking such duties in a way continually striving for best practice in governance that adds to public confidence and trust in the organisation.
- To determine, drive and monitor the overall direction and development of the charity through good governance and clear strategic planning.

JOB DESCRIPTION

Main Duties:

- Ensuring the charity complies with legislative and regulatory requirements, and acts within the confines of its governing document and in furtherance to organisational activities contained therein.
- Acting in the best interest of the charity, beneficiaries and future beneficiaries at all times.
- Promoting and developing the organisation in order for it to grow and maintain its relevance to society.
- Maintaining sound financial management of the charity's resources, ensuring expenditure is efficient and in line with the organisations' objects, and investment activities meet accepted standards and policies.
- Interviewing, appointing and monitoring the work and activities of the senior paid staff, or chief staff of organisations commissioned to address the charity's aims.
- Ensuring the effective and efficient administration of the charity and its resources.
- Champion the charity and its aims, policy and ethos amongst policy makers, partner organisations and the general public.
- Leading or contributing to sub-committees for the charity as deemed appropriate by the Board.
- Attending charity meetings and events as appropriate.

Accountable to:

As the board are responsible and liable for the governance and functioning of the charity, they are accountable in varying degrees to a variety of stakeholders, including:

- Children/Young people and their families
- Schools
- Sports Clubs/Youth Clubs
- Local Authorities
- Other partners
- Funders
- The Charity Commission
- Companies House